

1 **Remarks/Arguments:**

2 In response to the Office action dated September 15, 2005, claims 1 and 5 have been
3 amended to further clarify the present invention. Claims 1-7 as originally filed were rejected
4 over the Mirza reference. The undersigned submits that, for reasons stated below, the claims
5 as amended hereby all clearly distinguish the present invention from Mirza.

6 The Mirza patent teaches a generally U-shaped holder 10 shown best in Fig. 5 of Mirza.
7 The front and rear panels of Mirza 12 and 13 are fixed relative to each other and are both
8 transparent. As shown in Fig. 5, two separate signs 15a and 15b are inserted into the holder
9 10. It is significant to note that the first viewable sign 15a of Mirza is viewable from the right
10 of Fig. 5 and viewable sign 15b is viewable from the left of Fig. 5 of Mirza. When a viewer
11 observes sign 15b of Mirza, the viewer only sees information displayed on sign 15b. Similarly,
12 a viewer on the opposite side of the holder 10 looking at sign 15a will only see information
13 displayed on sign 15a.

14 In sharp contrast, the present invention provides a "multi-layer" signage apparatus
15 shown best in exploded view in Fig. 1. A removable cover sheet 30 has a first region which
16 displays alphanumeric information, such as "JANE DOE ASSISTANT DIRECTOR." The
17 removable cover sheet 30 also includes a transparent region, which is essentially the top
18 portion of the cover sheet 30, as described at page 3 of the specification, lines 17 and 18. The
19 present invention includes one or more opaque sheets such as 41-49 which contain a graphic
20 image such as the locomotive shown on opaque sheet 41 of Fig. 1. When the present
21 invention is assembled, and viewed as shown in Fig. 2, the viewer sees both the alphanumeric
22 information on removable cover sheet 30 and the locomotive contained on opaque sheet 41.
23 This feature is highlighted in the last amendment of claims 1 and 5, which specifies that the
24 material displayed by the sign includes a display from the removable cover sheet 30 and a
25 display from one or more of the opaque sheets 41-49. Mirza simply does not teach or suggest
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1 how material contained on two different sheets of his sign can be viewed simultaneously by
2 a single viewer.

3 Furthermore, Mirza does not teach a removable and transparent cover sheet. Mirza
4 simply discloses a U-shaped, transparent sign holder.

5 The present invention provides the user with multiple and changeable images behind
6 a transparent cover wherein the user's name and title may be displayed on the transparent
7 cover sheet. Mirza simply does not teach or suggest such a combination.

8 The undersigned submits that the Hillstrom reference, although not relied upon by the
9 Examiner, does not teach or suggest the present invention.

10 For the above reasons, the undersigned submits that claims 1-7 pending in the
11 application are patentable over the references of record. Favorable action is requested.

12 Please note the enclosed "Notice of Change of Correspondence Address," previously
13 transmitted.

14 Respectfully submitted,

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